

LEO BURNETT U.S.A.

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Ad No. 101—Req. No. 10663—1 page—4/c bleed—Playbill, 1975

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New from Philip Morris.

Saratoga 120's.

Enjoy smoking longer
without smoking more.

That's the Saratoga idea.

More puffs than 100's.

Longer and slimmer than
100's for extra smoking time
and pleasure, without
smoking more cigarettes.

Priced no more than 100's.

Look for them in the
new 120 mm crush-
proof box.

Standard 100's

Saratoga 120's

"For the same money,
I get extra puffs.
Good deal."

17 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC Method

Warning: The Surgeon General Has Determined
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